

Service Area Plan

Department of General Services

Statewide Graphic Design Services (82101)

Service Area Background Information

Service Area Description

The Office of Graphic Communications (OGC) is a quality creative graphic design and marketing services unit offering design and marketing services at a cost saving to state agencies, local governments and non-profit organizations. OGC is a full service creative group that offers: concepts and marketing strategies; creative writing and design; desktop publishing; photography direction; illustration; project management; and, printing management. OGC designers are required to maintain a billable efficiency level of 6.5 hours per day. Office efficiency exceeds 75%. OGC is 100% self-supported and derives all operating revenue from fees for services.

Service Area Alignment to Mission

OGC is a service organization supporting the mission of DGS and of governments by delivering quality, cost-effective, and timely Graphic Design services while also working with businesses and citizens.

Service Area Statutory Authority

The Code of Virginia (Title 2.1, Chapter 32, Articles 3 and 6), 1977

Service Area Customer Base

| Customer(s) | Served | Potential |
|------------------|--------|-----------|
| Local government | 1 | |
| Non-profits | 1 | |
| State Government | 60 | 0 |

Anticipated Changes In Service Area Customer Base
none

Service Area Partners

College and Universities

Service Area Partners

Copywriters, photographers and other creative services

Service Area Partners

Marketing Professionals

Service Area Partners

non-profit Organizations

Service Area Partners

Print, production and large format companies

Service Area Partners

State Agencies

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Service Area Products and Services

- Promotional, informational and public educational campaigns
- College recruitment packages
- Logos and complete identity systems
- Annual reports
- Brochures and booklets
- Magazines and newsletters
- Calendars and Posters
- Bookstore catalogs
- Formal announcements and Advertisements
- Museum catalogues and brochures
- Web graphics and Video art direction and project management
- Marketing and concept development
- Graphic Design
- Copywriting, photography and video creative direction and management
- Production and print procurement and quality management

Factors Impacting Service Area Products and Services

All customer groups can be affected by the following:

Reduction or increase in funding for communication projects

Implementation of new programs or the elimination of services

Changes in Federal grant funding

Agency employment of in-house graphics staff

Use of contract advertising, marketing and design firms

Use of current computer technology is critical to efficiency and cost effective services

Staff needs training on current software packages and Operating System.

Anticipated Changes To Service Area Products and Services

Anticipated increase in the use of OGC services is expected due to promotion of services targeted at agencies that do not know about OGC. OGC will be marketing web graphic and video art direction services.

Customer Trends

Some customers have start up budgets to do "x" number of publications in one or two years. Others have grant requirements to fulfill. Customer trends are dependent on state budgets and grant year funding.

Printed materials are still a primary means to reach a large general population. Direct to plate digital printing helps to keep prepress costs down. Many agencies are dedicating resources to web development and are directing people to information on their websites. Customers doing conferences and outreach need displays and handout material. There is an increased trend to budget for the use of royalty-free photography to better target audiences. Some agencies are investing in professional copywriting and editing.

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Service Area Financial Summary

OGC operates as an internal service fund. Revenue is collected on a time and material basis for services rendered.

| | <u>Fiscal Year 2007</u> | | <u>Fiscal Year 2008</u> | |
|---------------------------|-------------------------|-----------------|-------------------------|-----------------|
| | General Fund | Nongeneral Fund | General Fund | Nongeneral Fund |
| Base Budget | \$0 | \$0 | \$0 | \$0 |
| Changes To Base | \$0 | \$0 | \$0 | \$0 |
| SERVICE AREA TOTAL | \$0 | \$0 | \$0 | \$0 |

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Service Area Objectives, Measures, and Strategies

Objective 82101.01

Offer state agencies quality graphic communication services and products at a cost saving.

OGC's graphic design, marketing consultation and copywriting services help to support our customers in their goals to make financially responsible decisions about their publications as well as provide better communications.

OGC's fee for services is 40-75% lower than private industry services of an equal quality. OGC specializes in making recommendations for cost effective printing and production options that saves the Commonwealth tens of thousands of dollars annually.

This Objective Supports the Following Agency Goals:

- Improve our customers' business processes
- Provide cost effective and efficient services
- Effectively develop, manage, and preserve state resources

This Objective Has The Following Measure(s):

- **Measure 82101.01.01**

Customer Satisfaction with OGC services and effectiveness of its products.

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: End of FY06 survey response data calculations

Measure Target: 75% customers satisfied or very satisfied with OGC services

Measure Source and Calculation:

Each customer receives a satisfaction survey at the completion of a job. A hard copy of the survey is mailed directly to the OGC contact after the final product is received. Follow up with an email and a .pdf of the survey if no response is received within 2 weeks. Collect data and document total responses quarterly with a final analysis at the end of the fiscal year.

- **Measure 82101.01.02**

Number of new customers.

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: New customers entered in PeopleSoft Financial system in FY06.

Measure Target: Increase new customers from FY06 baseline.

Measure Source and Calculation:

Total new customers entered by OGC in PeopleSoft Financial database.

Objective 82101.01 Has the Following Strategies:

- Identify agencies with creative services needs and make presentations to discuss how OGC can partner to meet their goals and objectives.
- Survey will ask specific questions about customer service, creative product development, project management and overall satisfaction. There will be a question about the need for other services.